

2044369348

TOBACCO MARKETING BUDGET
1985 SECOND REVISED BUDGET
AS OF 06/30/85

104 MERIT

MK4104

EXPENSE	YTD ACT	JUL	AUG	SEP	THIRD QTR	FOURTH QTR	GRAND TOTAL
083							
PROMO-GIFT PACKS				252,000	252,000		252,000
133							
CONSUMER INCENTV	208						208
137							
PROMOTIONAL MATL	9,698	20,000	35,000	45,000	100,000	40,302	150,000
140							
INTRO OFFERS	16,490						16,490
141							
GRATIS	311,999						311,999
160							
MISCELLANEOUS	282						282
202							
ART WORK DEVELOP	274,468	50,000	50,000	50,000	150,000	68,132	492,600
204							
PROGRAM DEVELOP	23,753	20,000	17,000	14,247	51,247		75,000
224							
WATER		31,000	26,000	13,000	70,000	13,000	83,000
253							
RENTALS		13,400	10,000	5,000	28,400	5,000	33,400
286							
A-1 CONSMR INCEN	725-	1,620,000			1,620,000		1,619,275
287							
BRAND TEST PROGR	17,500						17,500
288							
2 PACK INCENTIVE	4,096,094						4,096,094
290							
MILITARY PROMTNS	18,120						18,120
639							
FREIGHT		6,000	3,000	1,500	10,500	1,500	12,000
783							
CONS RETAIN OTH	1,250						1,250
793							
CONSULT EXP-OTH	7,395	21,000	14,000	7,000	42,000	7,005	56,400
798							
PR YR REV-PROD	288-						288-
882							
PRO PGM HSPTALTY	9,293	15,000	15,000	7,500	37,500	7,477	54,270
885							
CONTRACT COMMIT	40,109	20,000	40,000	20,000	80,000	19,891	140,000
GRAND TOTAL	4,825,646	1,816,400	210,000	415,247	2,441,647	162,307	7,429,600
CUMULATIVE TOTAL	4,825,646	6,642,046	6,852,046	7,267,293	7,267,293	7,429,600	7,429,600